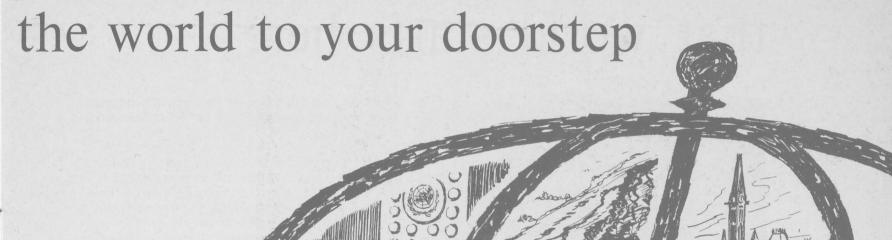




your boy – our man – who delivers







Take the world, all 196,836,000 square miles of it; and its people, all 3½ billions of them, and tell us what's happening.

Tall order from readers, yet that's our job in producing your newspaper.

The job takes an army of the best journalists and photographers to cover this busy old world. It takes Canadian Press and its affiliation with Reuters and Associated Press to collect the news from everywhere and anywhere and aim it at our teletypes. It takes a brigade of hard-digging reporters and correspondents to cover the city and the province. It takes a platoon of experienced copy editors to sort it all out and put it in a package and all the skills of the printing profession to produce a newspaper of which we're proud.

Something for you to think about the next time you relax at home, reach for the Star-Phoenix — and pick up the world.

that world starts here



Teletypes and wirephoto

Teletype machines pour the world's happenings into the newsroom. The news comes on two seemingly endless rolls of paper; one for the editors, the other — a narrow strip of yellow perforated tape — for the typesetters. From the stream items are directed to editors of the sport page, financial, feature and women's sections. Working together the news editor and telegraph editor study the constantly changing mosaic of news. Then, as deadline nears, they begin to fit the pieces together.

Important stories are edited, headlines written, selected spot news photos, transmitted by wire service from collector stations near and far, are engraved.

Finally, just before deadline, the front page and city page are "dummied" showing typesetters where stories and photos are to be positioned.

Today's world has started to take shape.

and includes



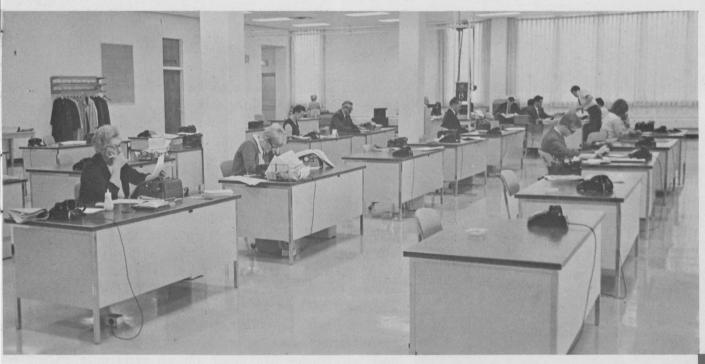
Meanwhile, the battery of reporters sent out to cover their civic beats has returned. Police courts, city hall and school boards have been tapped for news. Other reporters, fresh from special assignments, are writing stories on speeches, conventions, interviews. Photographers appear with their contributions. From the provincial capital a special report has the re-write man busy on the phone. District stories arrive from correspondents.

Another mosaic of news, but this one closer to home. It is tackled by the city editor and his assistants. Edit, assess, co-ordinate and send it out for setting; a familiar routine, but always a calculated flirtation with deadline.



Universal desk — clearing house for all news stories

a close look at home



City newsroom, operational headquarters for reporters



with pictures to add impact

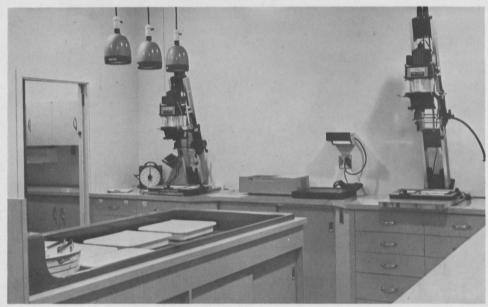
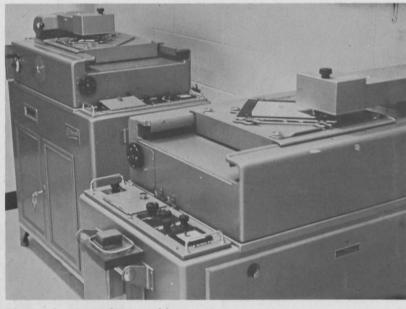


Photo processing lab, under the lights . . .



... and in the dark



Electronic engraving machines

When there's a collision, crowning of a queen, a retirement, a sod-turning, or a fire, nothing tells the story better than pictures. Each of our photographers is a watchdog with a lens—as well as nose—for news. He's on call around the clock to be "there" when it counts. Then it's back to the plant, process, present and—if the city editor approves—engrave his offerings. The "cuts" of his photographs and wirephotos are made on an electronic engraving machine and quickly hustled out to beat the deadline—and add punch to the package.



A portion of the reference library

Some call it the morgue, but any reporter, editorial writer, or copy editor who wants live information in a hurry knows better. Our library is a specialized version of the city library's main reference department with this exception; it is geared specifically to furnish the background material, photos, facts and figures so essential to keeping news alive and meaningful, editorials authoritative and well documented. This collection of data and details about people, parliaments and places makes it the liveliest "morgue" in town.

with it comes those all-important



Advertising department service counter

ads

News is more than just that covered by correspondents. Ask any fellow shopping for a car, or housewife looking for bargains on appliances, clothing and foodstuffs. To them there's news in every ad carried in their newspaper, whether it be a full color page of specials or a three-line bargain among the classified ads.

Merchants and businessmen know this only too well. In a competitive market success is synonymous with advertising — and advertising need not be massive to be successful. Helping accounts of all sizes attain profitable returns from their advertising budget rests with our trained staff of salesmen and copywriters.

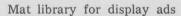
Their efforts afford manufacturers, distributors, merchants and businessmen an unequalled line of communication with the buying public. Such a force — an educated buyer — stimulates the economy of the community, fosters improved methods of manufacture, distribution and service and contributes to an ever-better standard of living. But it also serves the individual reader when he or she has something to sell, swap or service.

Specially trained staff handles want ads phoned in, while others in the department process and prepare the hundreds of classified ads in neat categories for one of the best-read sections of the newspaper.

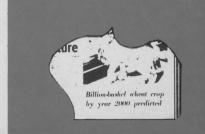
Big account or small, the advertising department and its accommodating personnel know how to help — and they do.



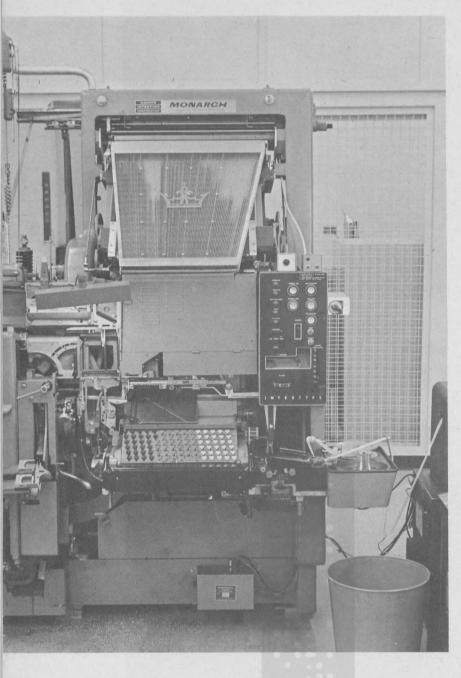
Telephone bank for classified ads







then everything becomes metal



Composing room is its name. But don't expect to hear music unless it's the staccato of linotypes or the whirr of saws. For this symphony is one of skill with the music keyed to machinery and the lyrics forged in metal.

It is the terminal of news stories and ads. Once these arrive the skilled journeymen of the printer's trade take over and transform the words and pictures into molded type and metal casts. From high speed linotypes flow lines and columns of type. From the "ad alley" the layout man's idea becomes a page of persuasive print complete with artwork and photos. This transformation is the next step in preparing your package. The job demands knowhow, dedication and dexterity — and gets it.

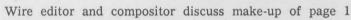
High speed automatic teletypesetter with direct tape feed unit at right

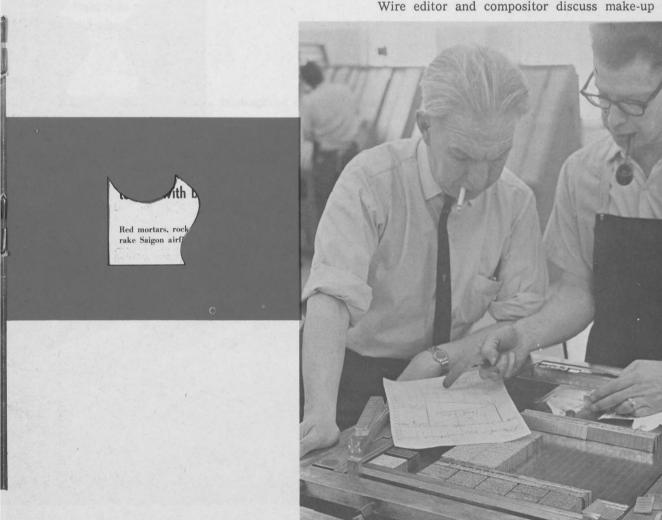
Assembling ads and type





A portion of the composing room with "ad alley" in background



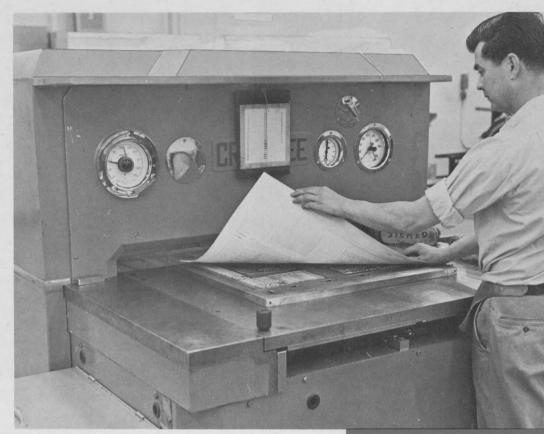


and finally readied for

From the composing room, chases — page-size steel frames holding type and ads — are trundled over to the stereo department. Here, the product of the typesetter and compositor loses its flat form and becomes a new shape, a half-cylinder of solid metal (stereo is Greek for solid).

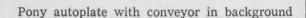
The stereo staff takes a mould of the page by squeezing soft, moist, blotter-like mat paper against it (under about 400 tons pressure), dry the mat on a curved and heated half-cylinder and then pour molten metal against its type-textured face.

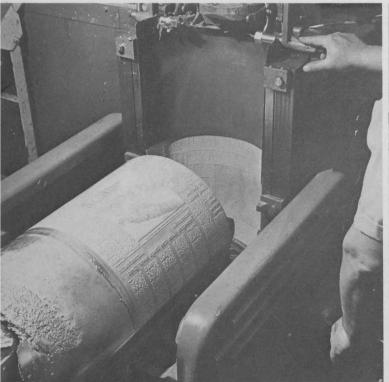
The result—a half-circle impression of a full page. It weighs about 45 pounds and is ready to be snugged into its bed on the press. From mat to curved plate requires about 11 minutes. Don't let the speed fool you; it's a job that takes years of training to do right—and our stereo staff does it right,

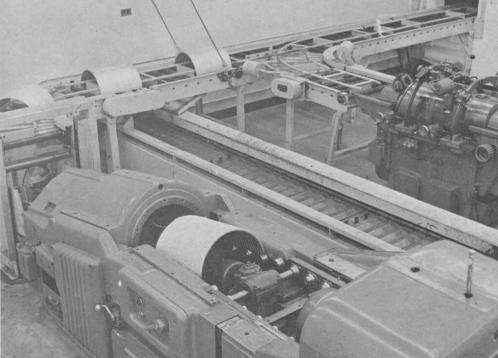


Matrix after molding operation

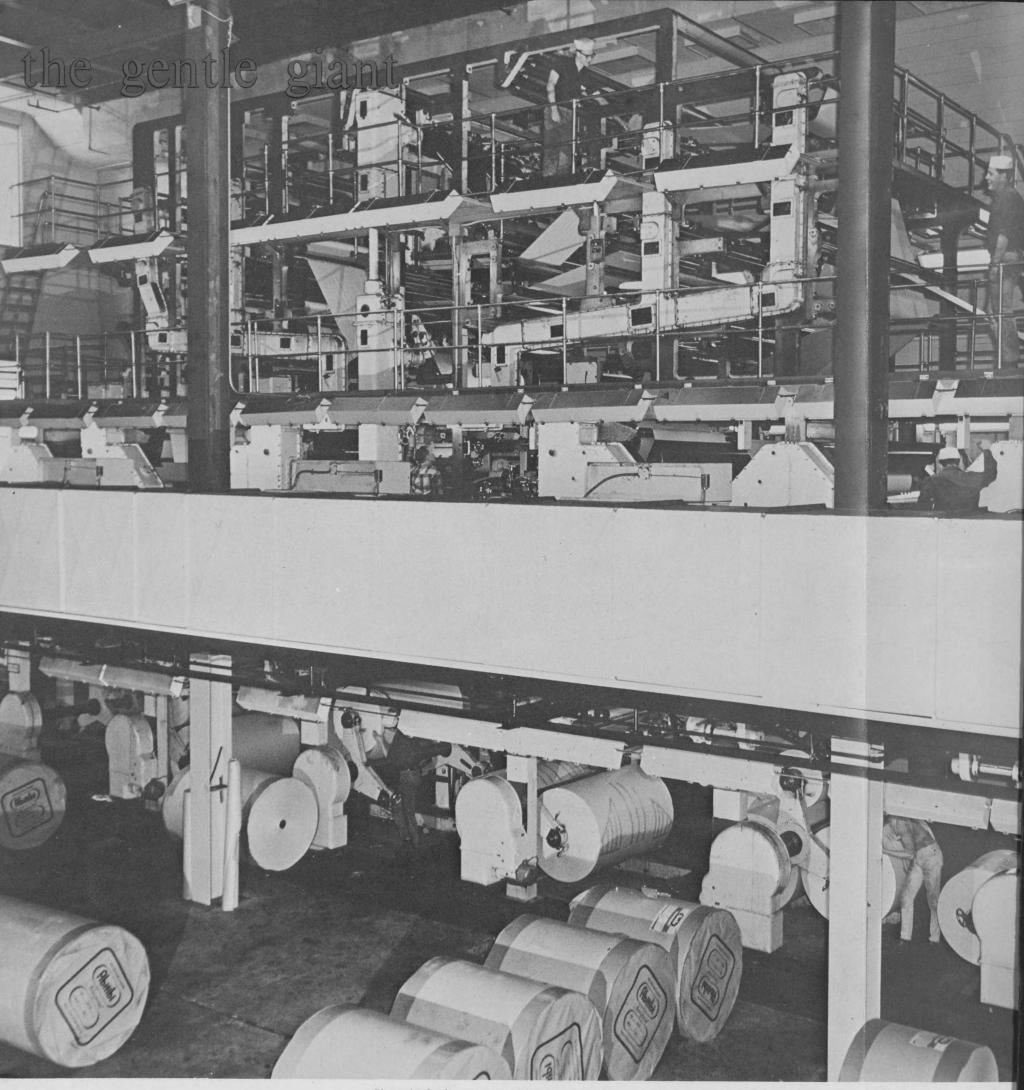
Curved plate emerges after casting



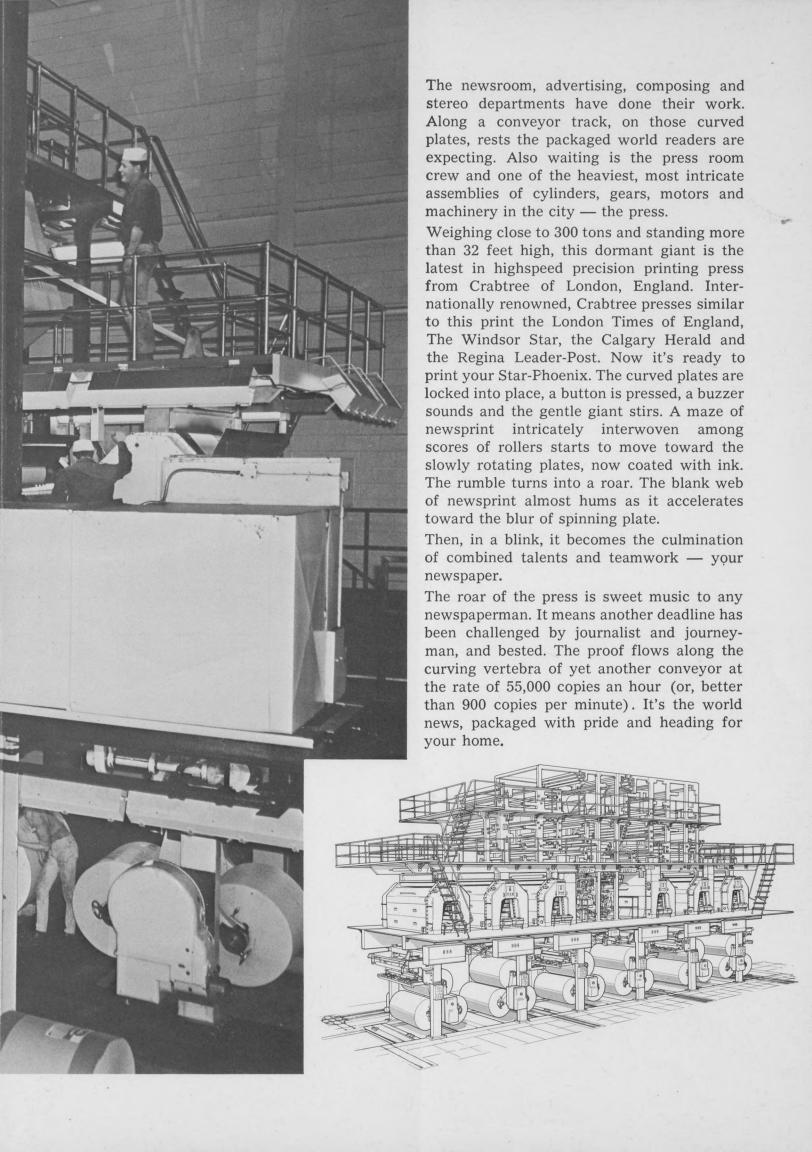


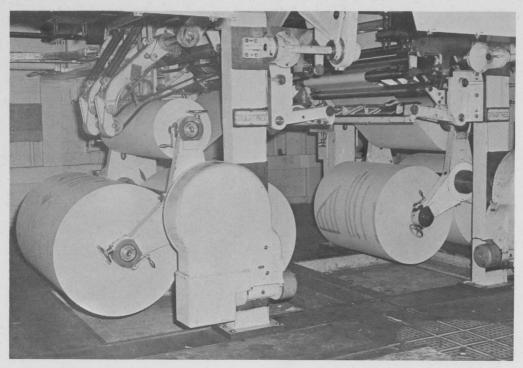


x adds plant right fut



Six-unit Crabtree press. Note men working on four levels. Ductwork above newsprint rolls designed to control ink mist





Flying paster units at the ready

Below the printing floor of the press is the reel room where newsprint rolls hang suspended in banks of three. As one reel is used up, another is automatically positioned and, at a given instant, pasted to the expiring roll without a pause of the press.



Next to the press and in a cavernous area adjacent to it, newsprint rolls weighing approximately a ton each are stacked and stored. Using this hydraulic lift truck, our man finds keeping the giant fed with its daily diet of about 20 tons of newsprint a mere finger exercise.

the finished package is ready



Newspapers flowing in steady stream to counter and stacking unit



Flowing along a spine-like conveyor, the Star-Phoenix is caught by this machine which counts and sends the newspapers in stacks along rollers into the loading bay. From a master console equipped with buttons, dials, switches and microphone, our man directs the flow to the waiting trucks and mailing room staff.

for delivery

Eager hands load our fleet of trucks and quickly move to carrier boy depots blanketing the residential areas of the city. Other stacks return along the roller track into the mailing room where the staff prepares bundles for other subscribers. These stacks are bagged for the mail, or bundled and tied (automatically), then moved out to the trucks for delivery to bus and rail terminals, downtown shopping centre outlets. The world is on its way to you.



Trucks in loading bay serviced by conveyor

Mailing room staff preparing bundles for automatic tyers in foreground

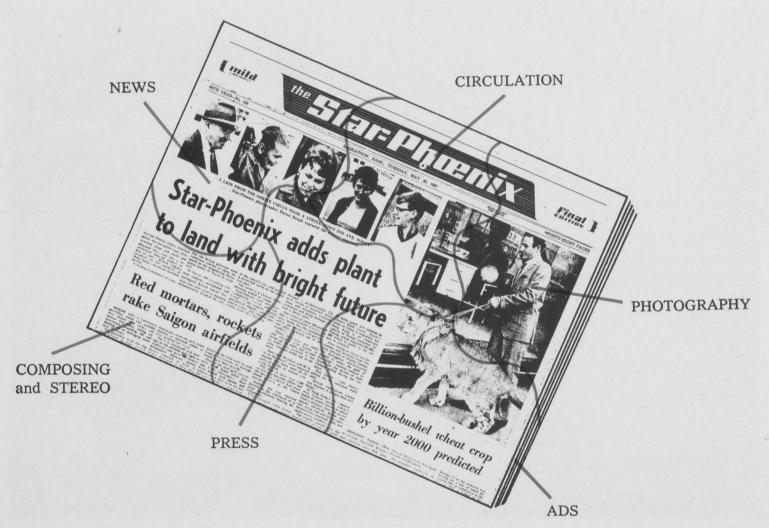


another essential

It may lack the glamor of the newsroom and the excitement of the pressroom, but just as essential to the operation is the accounting department. Its staff has the job of keeping the books, preparing the payroll, billing and paying bills. An important cog? Ask the staff on payday.



when all the pieces are put together



Just another newspaper? Perhaps to some. To the staff it is a most tangible product of teamwork and pride, ready to be examined, compared, complimented and condemned. But above and beyond the personal assessment of readers, it is a dynamic force in the educational, cultural and economic life of the community it serves.

Educationally, it thrusts the facts at readers in its news columns. Honestly, objectively and condescending to no man, party or power, it represents the news as it finds it. It apologizes to no one for rejecting "plugs" or publicity, nor seeks praise for promoting civic betterment. Its opinions are kept on the editorial page, and dissenters are afforded space for opposing views in the letter box.

Culturally, it covers the arts as critic and fosters them as contributor. It opens its pages to the learned for comments, offers encouragement through recognition of the young and the promising, and records the achievements of men who disdain to live "by bread alone."

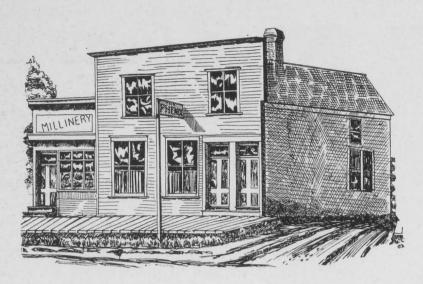
Economically, the Star-Phoenix stimulates the community through the advertising it carries. This advertising is the textbook for consumer education and it fosters a well-informed buying public.

Not that consumers always buy wisely. The choices, however, are made freely by the same people who elect our governments. Educated through advertising, consumers carry the potential to streamline marketing and manufacturing, and thereby reap the benefits of lower prices made possible by mass production. A well-informed buying public is a potent force in the fight against inflation. Thus, consumer education is vital and deserves the backing of all sectors of the community, including business, labor, the professions and government.

As packager of news and consumer education, the Star-Phoenix strives to fulfil its role as good citizen, responsible neighbor and great booster of Saskatoon, Saskatchewan and Canada.

Nor is it content with just doing a good job. It's constantly aiming for something better for all — something above and beyond.







where it all began

Moving into a spacious, well-equipped plant is an occasion to celebrate. It is also a time to remember earlier days when the rotary press, teletype, linotype and wirephoto machines were unknown. Take Friday, October 17, 1902. That day G. Wesley Norman and his brother, Leonard, tugged at their Washington hand press to print 1,000 copies of Saskatoon's first newspaper — The Phenix. The weekly was produced in a small frame building on 21st Street.

In 1905 a company headed by Dr. J. H. C. Willoughby bought The Phenix, only to sell it shortly after to J. A. Aikin, an eastern reporter who was covering the booming west for the Toronto Globe.

One year later, Mr. Aikin launched the Daily Phoenix and in 1907 moved to new quarters at 22nd Street and 2nd Avenue, site of the present Canadian Imperial Bank of Commerce.

The press of his time — a two-revolution Optimus powered by a Fairbanks-Morse gasoline engine. A second newspaper — The Capital — was started in 1906 by two Ontario printers, G. M. Thompson and C. E. Tyron. It was published three times a week until 1909 when it became a daily and in 1910 was renamed The Saskatoon Capital.

Early in 1912, W. F. Herman and Talmage Lawson bought the Capital and changed its name to the Saskatoon Daily Star. Mr. Herman was also a partner in the community's third newspaper, the Weekly Saturday Press.

By 1920, sales and purchases between newspaper owners in Saskatoon and Regina linked the two cities under somewhat odd circumstances.

The Saskatoon Daily Phoenix had been sold by Mr. Aikin to Northern Publishers, a subsidiary of the Leader Publishing Company of Regina. Meanwhile, Mr. Herman had acquired Regina's Evening Province, which was then renamed the Regina Daily Post.

W. F. Herman dedicated this clock to the memory of his partner, Talmage Lawson, who was killed during the First World War. Late in 1920 an agreement was made whereby Mr. Herman became publisher of the Regina-owned Daily Phoenix, while the Leader Company published his Daily Post in Regina.

Mr. Herman maintained editorial supervision of his Regina newspaper with the Leader exercising the same control over its Saskatoon newspaper. The masthead of the Daily Phoenix carried this note: "Under the terms of the agreement by which the proprietor of the Star became publisher of the Saskatoon Phoenix, control of the editorial policy remains vested in the Leader Publishing Company of Regina, while control of the editorial policy of the Regina Daily Post was reserved by Mr. Herman. The following editorial was supplied by the Regina Leader."

Three years later, in 1923, Mr. Herman sold his interest in the Saskatoon and Regina newspapers to the Meilicke family and moved east to take over the Windsor Daily Star, which he had purchased in 1918. The Meilicke family, also shareholders in the Leader Publishing Company, acquired full control of the firm in 1927 and then sold their Saskatchewan interests to the Sifton family, publishers of the Winnipeg Free Press.

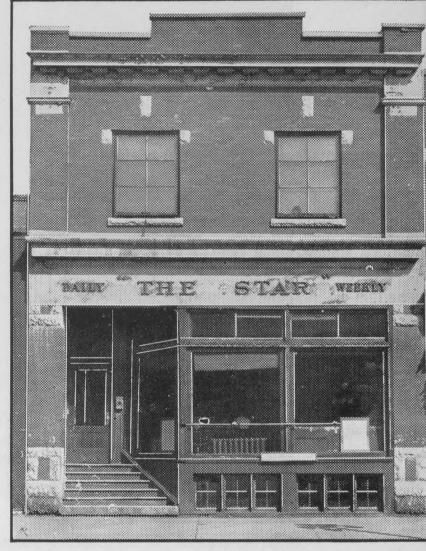
The new owners took control on January 1, 1928, and on September 12 amalgamated the Saskatoon Daily Star and The Daily Phoenix to form The Saskatoon Star-Phoenix.

Along the way, various premises have been occupied by the publications which finally merged as the Star-Phoenix.

At one time the Daily Phoenix was printed in the Connaught Block. The first quarters of the Daily Star on 20th Street, East, later became the home of the Star-Phoenix. Originally about half the size of the present building, the structure was extended to the lane by Mr. Herman and had its frontage doubled. In 1953 an annex was added to house a press of greater capacity. The interior was remodelled at the same time.

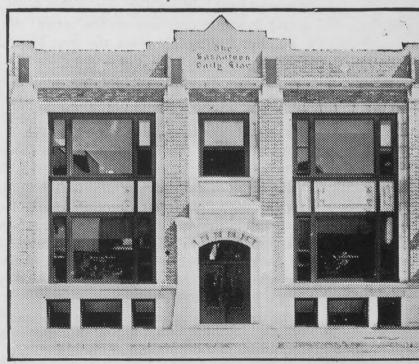
But time and progress proved too much for the familiar 20th Street brick building. Renovations could no longer contain the needs of the Star-Phoenix as it expanded to meet the demands of this booming city. Plans were readied and construction was started on new premises here on 5th Avenue, North.

Then on Saturday, February 11, 1967, the staff said goodbye to the old building. The following Monday, they reported to work at the new premises and started a new chapter in the history of journalism in Saskatoon.



Early home of "The Star" on 20th Street East.

As it looked after 1918 expansion





Clifford Sifton and Michael C. Sifton

From the beginning of our association with the Star-Phoenix in 1928, our faith in Saskatoon and the people of Saskatchewan has never flagged. Even during the dismal thirties, we held great hopes for the future. Our old quarters on 20th Street served well in their day. But, today is another day in a vibrant and dynamic province on the move. We are now looking at another future. We want the Star-Phoenix to be a first-class citizen in this new community, with the same rights and privileges as any other citizen — to search for knowledge, pass it on, discuss it. The newspaper is human. It can laugh, cry, be angry, and it can be sympathetic as well. We recognize it can be wrong as well as right. We do all that is humanly possible to be fair and right. We will not always succeed. In such times we hope our fellow citizens will recognize that we live in an imperfect world in which man is fallible.

It was with the desire to become a first-class citizen in a country with a vigorous future that our new Star-Phoenix plant was designed. There is generous allowance for expansion in all departments, because we know that as Saskatchewan develops we must be ready to provide the kind of newspaper service such a community needs.

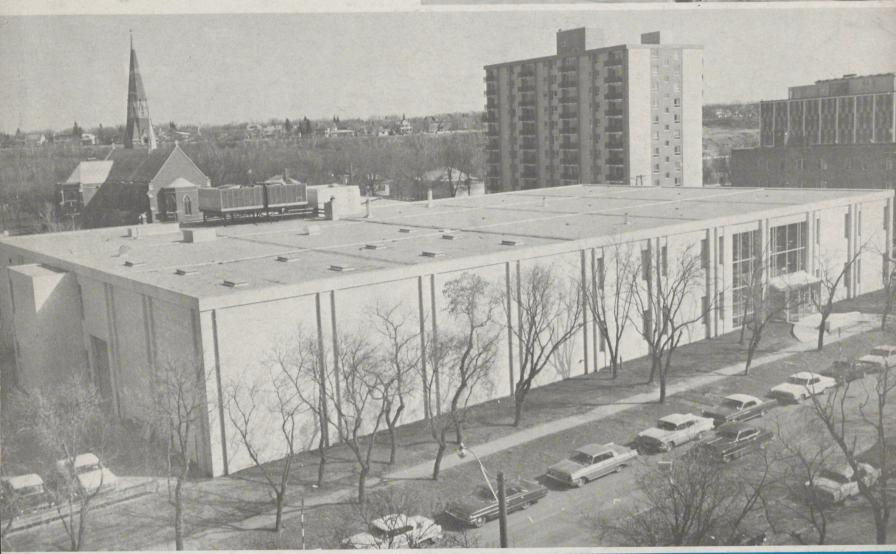
We are proud of our new Star-Phoenix and know that the building will help us serve this community for many years to come. Siffer Siffer Most Stone

**51arPhoenix

facts and figures

- -The Star-Phoenix has a full-time staff of 202.
- —In addition, there are 321 city carrier boys and about 420 carrier boys in rural centres.
- —The building contains a total of 89,500 square feet.
- —Foundation and structural steel will permit construction of two additional floors when required.
- —The six-unit Crabtree press stands 32 feet high and weighs 367 tons. Pressroom space permits future installation of 10 more units.
- —More than 1,150 rolls of newsprint—the contents of 40 railway freight cars—can be stacked in the newsprint storage area.
- —Each roll weighs close to one ton and rolled out will stretch nearly seven miles.
- —Between 15 and 30 rolls of newsprint are used each day.
- —Newsprint used in an average daily run would stretch from Saskatoon to North Battleford.
- —Two 3,500-gallon tanks hold ink for the press which uses it at the rate of 1,000 gallons per month.
- —Metal is kept molten at about 600 degrees Fahrenheit. Type metal is 84% lead, 12% antimony, 4% tin; stereo metal is 80% lead, 14% antimony, 6% tin.
- —Each page requires about 170 lbs. of metal. Linotypes are fed "pigs" of type metal weighing 22 lbs. each. One "pig" makes one column of type.
- —Press plates weigh about 45 lbs., and about 35 tons of metal is in continual use.





* Star Phoenix